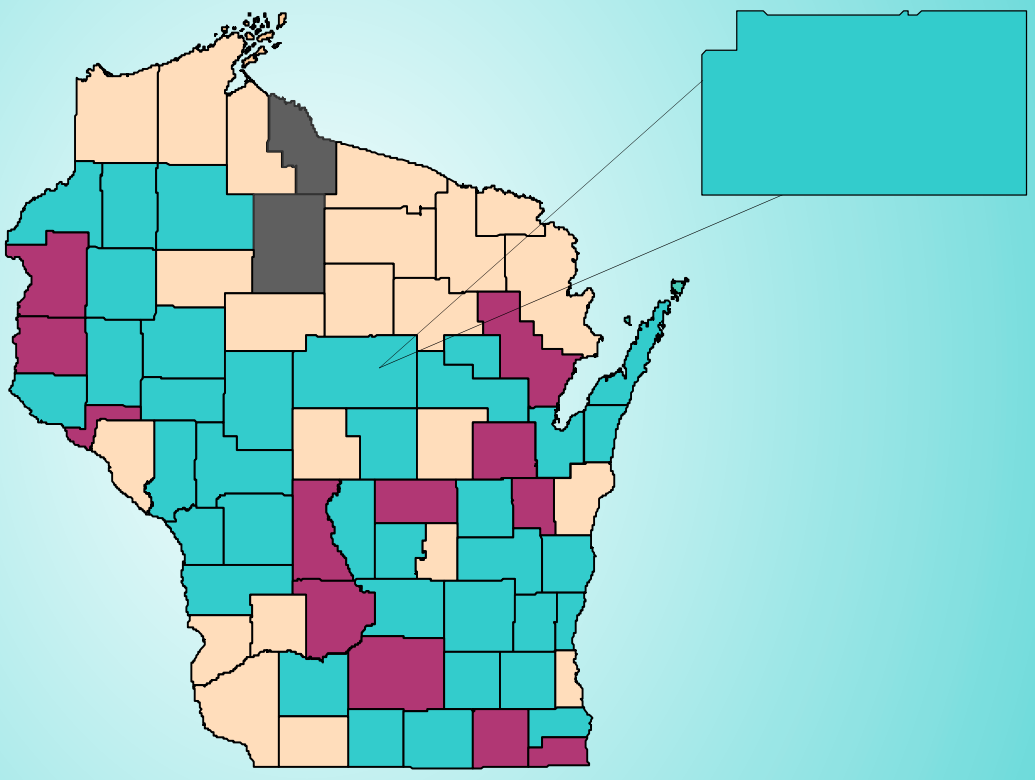
Marathon County Workforce Profile

Projected population growth from 2000 to 2020



- Greater than 19.1% growth
- Between 9% and 19% growth
- Between 0% and 8.9% growth
- Population decline

Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.

State of Wisconsin
Department of Workforce Development
OEA-10629-P

Office of Economic Advisors
January 2004

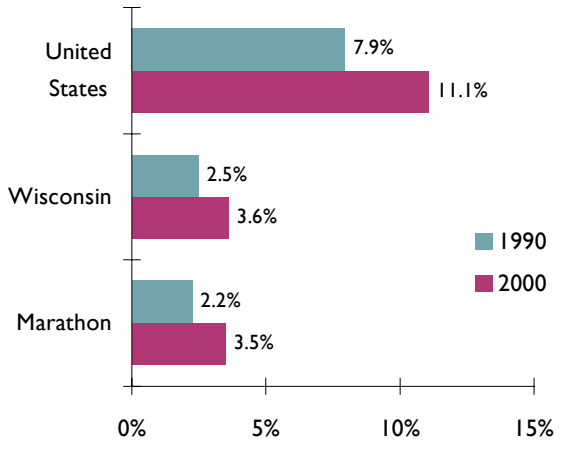
County Population

Population trends affect the supply of workers, the ability to attract employers and demand for goods and services. Marathon County added about 2,134 people, or 1.7 percent between the April 2000 Census and the January 2002 population estimate. This growth rate roughly equaled the statewide rate and was a bit below the national rate. Together, the City of Wausau and the Village of Weston added 856 people, or roughly 40 percent of the county's population growth. Just over half of this growth was due to net migration (people moving in minus people moving out) and just under half of the growth was due to natural increase (births minus deaths). In relation to previous population levels, Marathon County's rate of net migration is a bit higher than metropolitan Wisconsin's and its rate of net migration is a bit lower.

Among people who moved into the county between 1995 and 2000, the 2000 Census reported that 63.7 percent were from other Wisconsin counties, 32.7 percent were from other states and 4.6 percent were from outside the 50 states. This reflects a heavier reliance on in-migration from Wisconsin than metropolitan counties typically see.

The graph below shows how many residents were foreign-born in the 1990 and 2000 censuses. Despite its quick increase, Marathon County remained behind the nation and the state. The next census will probably show Marathon surpassing state levels and well behind national levels.

Share of Foreign-born Residents

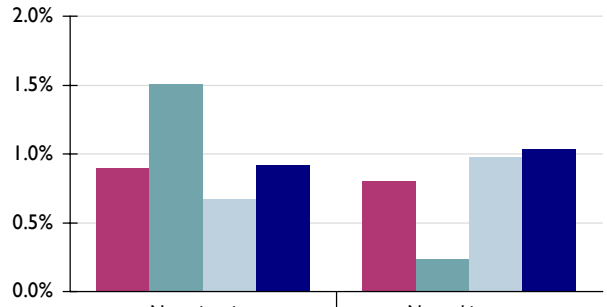


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Marathon County	125,834	127,968	1.7%
Largest Municipalities			
Wausau, City	38,426	38,859	1.1%
Weston, Village	12,079	12,502	3.5%
Rib Mountain, Town	7,556	7,623	0.9%
Kronenwetter, Town	5,369	5,554	3.4%
Rothschild, Village	4,970	4,981	0.2%
Mosinee, City	4,063	4,134	1.7%
Maine, Town	2,407	2,395	-0.5%
Mosinee, Town	2,146	2,225	3.7%
Wausau, Town	2,214	2,222	0.4%
Stettin, Town	2,191	2,197	0.3%

Net migration and natural increase



	Net migration	Natural increase
Marathon Co.	0.90%	0.80%
Non-metro WI	1.51%	0.24%
Metropolitan WI	0.67%	0.98%
United States	0.92%	1.03%

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The county experienced fewer births between 1992 and 2001 than between 1982 and 1991. The 2000 Census reported that Marathon County's foreign-born arrived more recently, on average, than Wisconsin's. They are therefore more likely to be in age groups typically associated with childbirth. In 2001, 62 percent of the county's births were to mothers under 30 and 87 percent were to mothers under 35. Future birth rates depend, to some degree on the number of females in their 20s and 30s.

Population projections suggest that Marathon

Population Projections by Age Groups in Marathon County

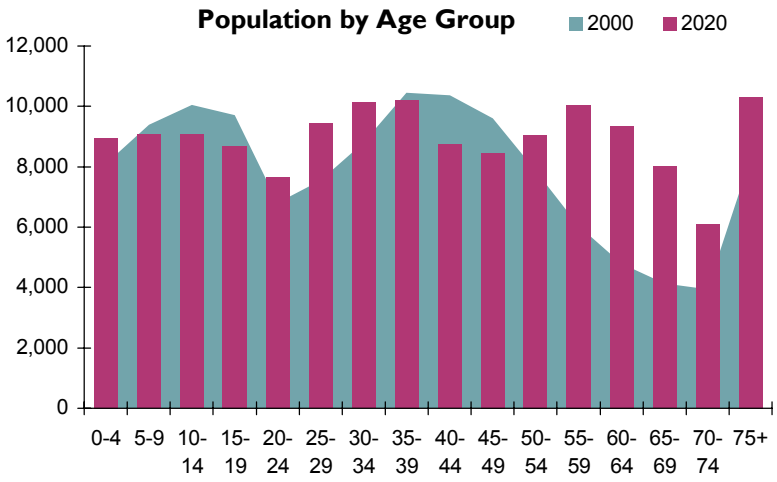
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	4,178	4,871	5,129	4,979	3,576	3,886	4,483	5,285	5,276	4,869	3,994	3,042	2,343	1,957	1,765	3,141
Female	3,920	4,512	4,929	4,723	3,223	3,656	4,322	5,164	5,098	4,732	3,876	3,006	2,441	2,167	2,186	5,105
2005																
Male	4,053	4,533	5,110	5,141	4,232	4,058	4,139	4,644	5,368	5,273	4,768	3,830	2,860	2,145	1,713	3,389
Female	3,882	4,257	4,741	4,794	4,006	3,722	3,849	4,478	5,209	5,106	4,593	3,794	2,870	2,272	1,990	5,423
2010																
Male	4,197	4,330	4,706	5,123	4,370	4,789	4,338	4,304	4,731	5,377	5,171	4,582	3,613	2,629	1,890	3,515
Female	4,024	4,155	4,427	4,611	4,066	4,572	3,931	4,003	4,528	5,220	4,958	4,499	3,626	2,673	2,090	5,456
2015																
Male	4,394	4,457	4,492	4,713	4,351	4,972	5,083	4,508	4,385	4,741	5,274	4,972	4,329	3,330	2,325	3,751
Female	4,214	4,285	4,320	4,303	3,908	4,649	4,788	4,087	4,051	4,537	5,068	4,857	4,302	3,380	2,464	5,546
2020																
Male	4,574	4,624	4,624	4,499	4,004	4,950	5,268	5,266	4,595	4,400	4,655	5,078	4,708	4,003	2,959	4,321
Female	4,380	4,451	4,455	4,198	3,646	4,481	4,860	4,958	4,137	4,060	4,406	4,967	4,650	4,018	3,125	5,988

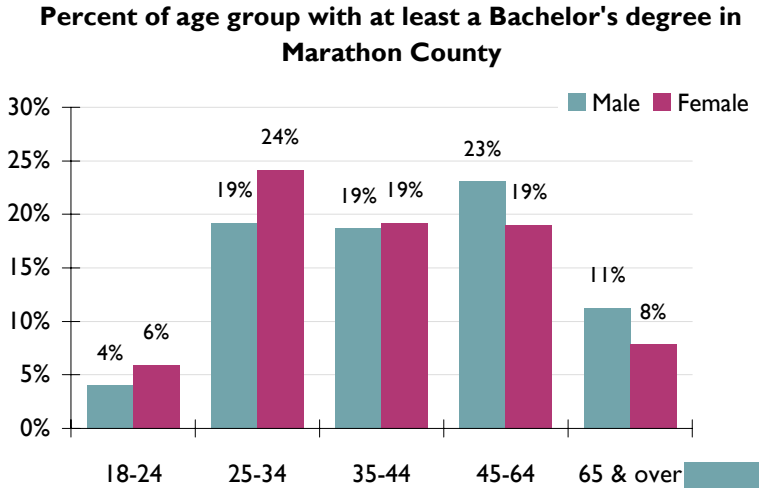
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

County will grow by something like 17,474 people or 13.9 percent between 2000 and 2020. As baby-boomers age, 3 cohorts (55- to 59-year-olds, 60- to 64-year-olds and 65- to 69-year-olds) will each grow roughly 4,000 to 4,600 people or 66 to 96 percent. Meanwhile, the ranks of the 40- to 49-year-olds will thin by 2,783 people or 13.9 percent and the 35- to 39-year old group will see little change.

Unlike metropolitan Wisconsin as a whole, Marathon County sees an out-migration of college-aged females. The 4,929 females aged 10 to 14 in 2000 shrink to 4,066 females aged 20 to 24 in 2010 and rebound to 4,860 females aged 30 to 34 in 2020. In each of three cohorts (20- to 24-year-olds, 35- to 29-year-olds and 30- to 34-year-olds) males will outnumber females by 358 to 469 people or 7.7 percent to 9.5 percent by 2020. In 2001, nearly 79 percent of the county's births were to mothers in these cohorts.

Migration of females is often attributed to educational pursuits. Advanced education (a bachelor's degree or more) used to be more common among males than females, but recent decades have reversed this trend. (See graph to right). Recent graduates are among the workforce's most mobile elements, and more likely than longtime residents to consider the industry mix and occupational mix of other locales.





Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the proportion of the eligible population that either works or looks for work. Generally, labor force participation rates tend to peak between the ages of 35 and 54. Members of younger cohorts often occupy themselves with education or parenting. Slowly at age 55, and more quickly at age 62, labor force participation rates fall as older workers leave the labor force.

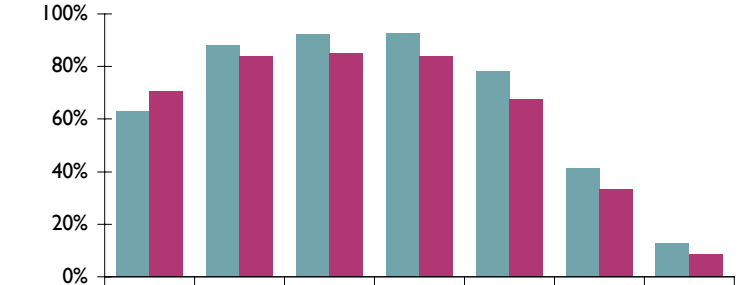
Population trends seen on page 2 cast a different light on labor force participation rates shown in the upper right graph. Large numbers of people will move from the three cohorts between 35 and 49 years old (where LFPR is high) into the cohorts between 55 and 69 (where LFPR is lower). This will pull down the county's overall LFPR.

In recent years, Wisconsin's LFPR has been among the 5 highest in the nation, and Marathon County's has been considerably higher. (See graph to right.) This is largely a function of baby-boomers being in age groups where LFPR typically peaks. Indeed, the graph to the lower right suggest that the high labor force participation rates of those aged 35 to 44 will not compensate for their declining numbers, while the increase of those aged 55 to 64 will be so great as to overcome their low LFPR and increase their absolute numbers in the labor force.

In decades past, employers relied on dramatic increases in female LFPR to replace workers leaving the labor force and to keep up with job growth. Today, such sharp increases in female labor force participation are unlikely, particularly among younger cohorts (see upper right graph). Together, these trends may prompt employers to ask where replacement workers will come from.

The baby boomers who remain in the labor force longer may find employers modifying compensation and workplace policies to keep them on board. As some baby boomers begin to leave the labor force, they will eventually increase demand for certain types of labor (such as health care and home-related services). Because younger workers often fill these jobs, and because the overall labor force will not grow as quickly as it used to, employers may step up recruitment of younger workers.

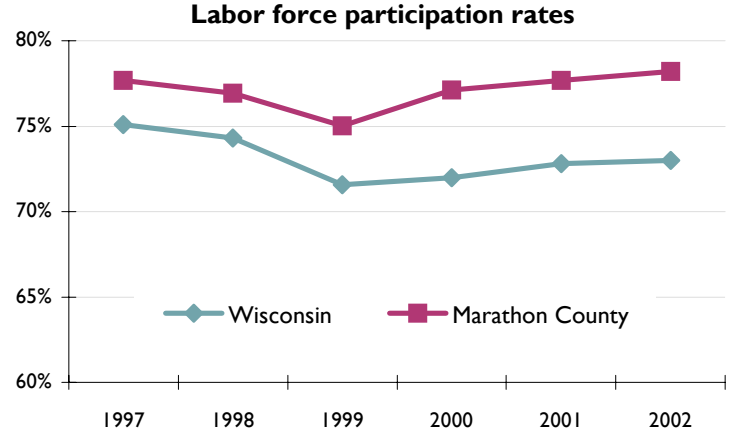
Marathon Labor Force Participation by Age & Sex in 2000



Age group	16-19	20-24	25-34	35-54	55-61	62-69	70+
Male	63%	88%	92%	93%	78%	41%	13%
Female	71%	84%	85%	84%	68%	33%	9%

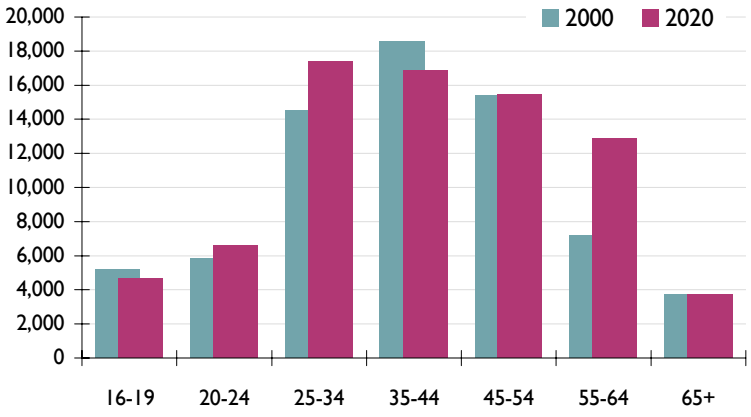
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



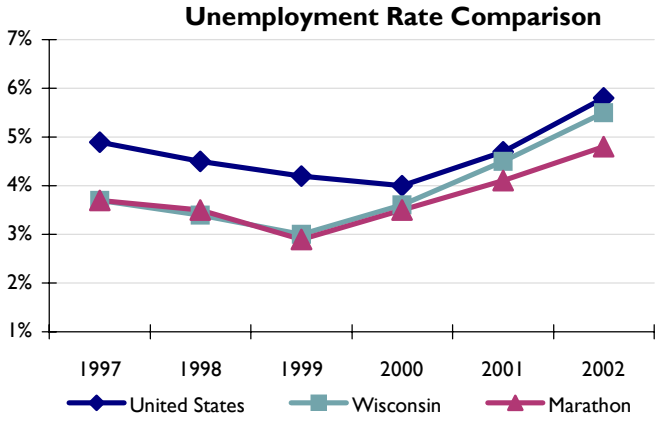
Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Marathon County



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Over the course of 2002, an average of roughly 75,861 Marathon Co. residents participated in the labor force: about 72,250 were employed and approximately 3,611 or 4.8 percent were unemployed. Local unemployment rates were a shade lower than state and national rates. Nonetheless, rates in 2002 and 2003 reflect considerable increases over the heydays of the late 1990s. While still below rates seen during the early 1990s, at this writing, rates are still above their typical levels and have not yet shown signs of sustained, significant abatement. Decreases seen so far are largely seasonal.



Marathon County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	73,175	73,379	71,891	74,254	75,594	75,861
Employed	70,456	70,775	69,778	71,651	72,484	72,250
Unemployed	2,719	2,604	2,113	2,603	3,110	3,611
Unemployment Rate	3.7%	3.5%	2.9%	3.5%	4.1%	4.8%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Marathon County is part of Wisconsin's north central region. In its upper portion, the table to the right lists those occupations projected to experience the fastest proportional growth between 2000 and 2010. An occupation starting with few jobs doesn't need to add many to grow quickly. Altogether, the fastest-growing occupations accounted for 1.9 percent of the region's jobs in 2000 and are expected to account for 2.6 percent of the region's jobs in 2010, so it is not an exhaustive list of opportunities. The list does not support the notion that most jobs require a bachelor's degree.

In its lower portion, the table lists those occupations projected to generate the most openings between 2000 and 2010. The less training a job requires, the less likely an employer is to invest in retention incentives (such as wage or benefit increases). Nursing requires more training than the other occupations generating the most openings. Challenging work schedules and conditions contribute to turnover, yet nursing programs have long waiting lists. As many nurses and nursing instructors approach retirement, aging baby-boomers will increase demand.

North Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	$16.29
	Computer Software Engnrs Apps	Bachelor's degree	$30.39
	Medical Records/Health Info Techs	Associate degree	$12.12
	Network/Computer Systems Admin	Bachelor's degree	$22.28
	Personal and Home Care Aides	1-month or less training	$8.66
	Medical Assts	1-12 mo. on-the-job training	$11.67
	Social/Human Service Assts	1-12 mo. on-the-job training	$10.71
	Computer Systems Analysts	Bachelor's degree	$24.16
	Computer/Information Systems Mgrs	Work experience & degree	$33.51
	Surgical Technologists	Postsecondary voc. trng	$13.89
Most Openings	Cashiers	1-month or less training	$7.21
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	$7.03
	Retail Salespersons	1-month or less training	$9.11
	Waiters/Waitresses	1-month or less training	$6.50
	Registered Nurses	Bachelor's degree	$22.18
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	$10.50
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	$15.36
	Office Clerks/General	1-month or less training	$9.80
	Stock Clerks/Order Fillers	1-month or less training	$9.60
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	$9.82

* The most common way to enter the occupation, not the only way

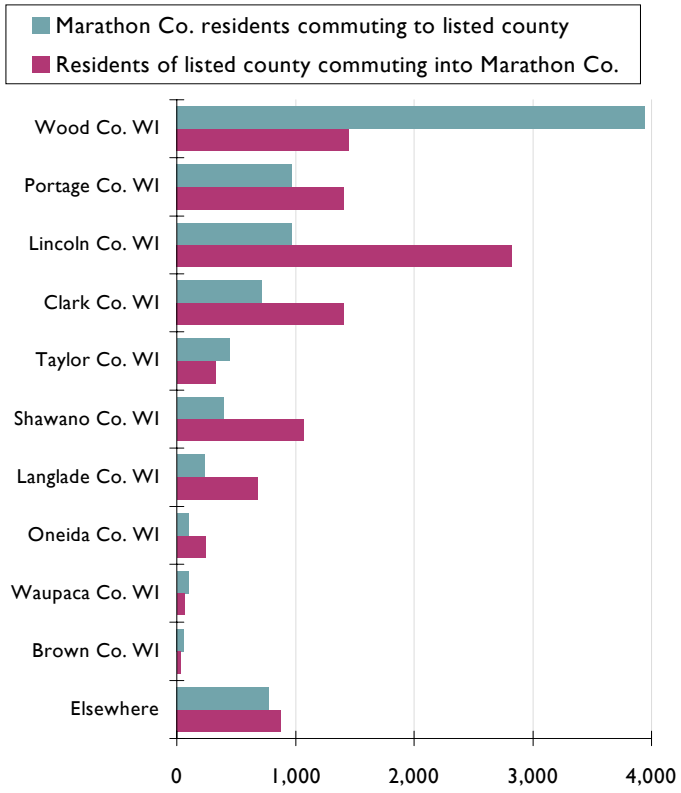
** Wages from Occupation Employment Statistics survey responses for region, 2001

North Central WDA includes Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

In April 2003, the Census Bureau released county-to-county worker flow files. The Census reported that approximately 8,680 Marathon County residents worked outside the county (about 13.2 percent of working residents by their count). At the same time, roughly 10,375 residents of other counties commuted in (roughly 15.4 percent of people filling Marathon County jobs by their count).



Reasons for commuting vary, but relevant factors include geography, employment conditions, wage structure, and housing costs. Geographically, several municipalities lie near county lines, such as Knowlton, Main and Mosinee. Other municipalities actually straddle county borders, such as the Abbotsford, the Village of Birnamwood, the city of Colby, the City of Marshfield, and the Village of Unity. Commuters who cross a county line don't necessarily travel great distances. The Census reported that 65.5 percent of working residents of Marathon County traveled less than 20 minutes for work, and 85.9 percent traveled less than 30 minutes.

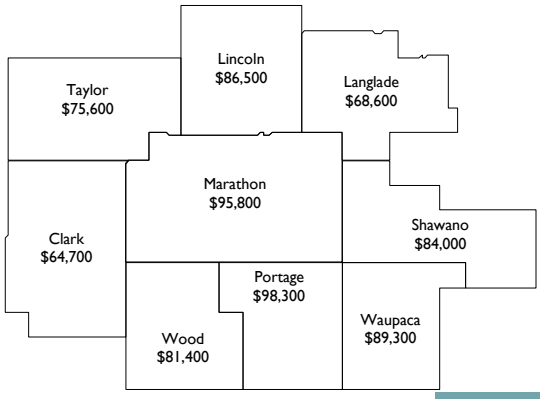
In general, employment conditions were strong enough in Marathon County to gain more workers than it loses. The unemployment rate was considerably lower than several neighboring counties and the job market is larger. Marathon County enjoyed a high concentration of jobs in financial activities and professional & business services. Wages in those sectors were also high for the area. The flow of workers from Marathon to Wood probably reflects workers in health care and related fields.

The map below suggests that housing dollars may go further in some of the surrounding counties than in Marathon. Three surrounding counties experienced more deaths than births between 2000 and 2002, so net migration was the entirety of their population growth. At least some of this migration was probably from workers who leave their residences in Marathon while keeping jobs there.

	Marathon Co. residents commuting to listed county	Residents of listed county commuting into Marathon Co.	Net gain or loss of workers
Wood Co. WI	3,944	1,449	-2,495
Portage Co. WI	968	1,408	440
Lincoln Co. WI	964	2,826	1,862
Clark Co. WI	710	1,407	697
Taylor Co. WI	442	321	-121
Shawano Co. WI	391	1,066	675
Langlade Co. WI	234	679	445
Oneida Co. WI	98	243	145
Waupaca Co. WI	96	64	-32
Brown Co. WI	57	32	-25
Elsewhere	776	880	104

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Median home values

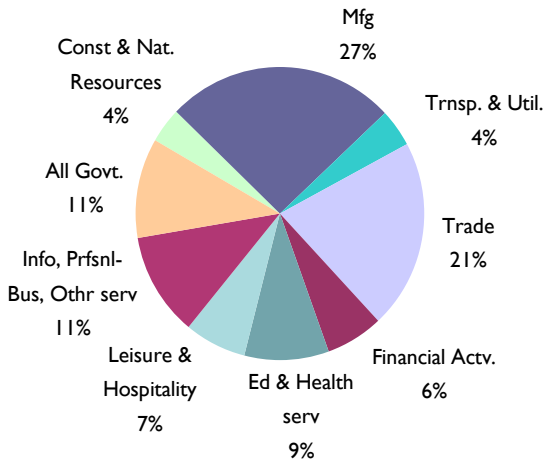


Census 2000, Summary File 3, QT-H14

Industry Employment - Introducing NAICS (North American Industry Classification System)

From the 1930s to 2002, some version of the Standard Industrial Classification (SIC) system has defined categories for employment-by-industry estimates. Beginning in 2003, the North American Industry Classification System replaces SIC. The table below lists each system's major categories. A quick glance shows that NAICS offers categories for which data was previously unavailable (like leisure & hospitality or education & health services) and that NAICS offers less detail elsewhere (retail & wholesale trade collapse into one category for non-metropolitan areas).

Marathon County Industry Distribution: 2002



The table below hides one wrinkle that may be the most important aspect of SIC-to-NAICS conversion. **Even if a category carries an identical title, like "manufacturing", its definition changed, so meaningful comparisons of SIC data to NAICS data are very limited.** The SIC definition of manufacturing included establishments that now reside in the services category. Elements of printing are now in information services; some establishments providing professional, technical, administrative or support services may have moved from manufacturing into services. These are just a few examples of changes that limit detailed, direct comparisons of historical SIC data to current NAICS data. (Also, NAICS data was revised with newly available information, while SIC was not, due to its discontinuation.)

Under SIC, restaurants and bars were under retail trade, while NAICS puts them in the newly-created leisure & hospitality sector. Other establishments in the leisure & hospitality sector (such as hotels and lodging facilities) came from the services sector of SIC. There is no accurate or reliable way to compare old trade or services numbers to the new ones.

Marathon's manufacturing sector continues to be a key component of the local economy, and has maintained stability or grown slightly in 2003, when many counties saw manufacturing losses. In 2002, about 68 percent of trade jobs were in retail trade.

2002 Industry Employment in Marathon County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution
Construction, natural resources & mining	2,700	4%
Manufacturing	17,900	26%
Transportation, warehousing & utilities	2,800	4%
Trade (wholesale & retail)	14,400	21%
Financial activities	4,300	6%
Information, professional & business services, other services	7,800	11%
Education and health services	6,500	9%
Leisure & hospitality	4,900	7%
Government	7,700	11%

SIC Industry Divisions	Distribution
Construction & Mining	4%
Manufacturing	26%
Transportation, utilities & communication	6%
Wholesale trade	8%
Retail trade	19%
Finance, insurance & real estate	7%
Services & misc (incl. agr, forestry, fishing)	20%
Government	11%

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Listed in the table in the middle of the page, the ten largest employers in Marathon County accounted for roughly 19 percent of payroll jobs reported in the county in the first quarter of 2003. Employers' figures vary from month to month and seasonality varies significantly from one employer to another. For these and other reasons, specific ranks are not necessarily consistent or telling.

Listed in the top table, the ten largest industry groups provided approximately 43 percent of the county's total reported jobs. While wood product manufacturing lost nearly a tenth of its jobs between the first quarter of 2002 and the first quarter of 2003, the county's paper manufacturing industry would appear less affected by industry consolidation than its counterparts elsewhere.

Top 10 Industry Groups in Marathon County

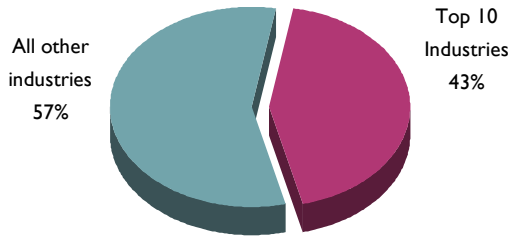
Industry Group	March 2003 Employers	March 2003 Employees	Numeric change 2002 - 2003
Educational Services	30	4,041	180
Wood Product Manufacturing	32	3,796	-401
Food Services and Drinking Places	192	3,450	-34
Insurance Carriers & Related Activities	79	3,398	105
Fabricated Metal Product Manufacturing	51	3,334	-60
Hospitals	*	*	*
Paper Manufacturing	11	2,598	7
Nonstore Retailers	*	*	*
Merchant Wholesalers, Nondurable Goods	52	2,014	117
Ambulatory Health Care Services	128	2,012	156

*data surpressed to maintain confidentiality

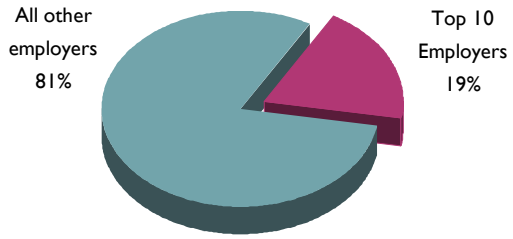
Top 10 Private Employers in Marathon County

Company	Product or Service	Size
Foot Locker Corporate Services, Inc.	Mail-order houses	1000 +
Wausau Hospital, Inc.	General medical & surgical hospitals	1000 +
Liberty Mutual Insurance Co.	Direct property and casualty insurance carriers	1000 +
Kolbe & Kolbe Millwork Co, Inc.	Wood window and door manufacturing	1000 +
Greenheck Fan Corp.	Industrial and commercial fan and blower manufacturing	1000 +
SNE Enterprises, Inc.	Wood window and door manufacturing	500-999
Wausau Benefits, Inc.	Direct property and casualty insurance carriers	500-999
Apogee Wausau Group, Inc.	Metal window and door manufacturing	500-999
Marathon Cheese Corp.	General warehousing and storage	500-999
Wausau-Mosinee Paper Corp.	Paper (except newsprint) mills	500-999

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Overall, Marathon County's employers reported paying wages slightly lower than the statewide average, with results varying by industry. No industry contributed more jobs or more wages than manufacturing. Because manufacturing and construction wages are higher than the all-industries average wage, job losses in those sectors in 2002 restrained total wage growth. Further indicating softness, average annual wages in manufacturing grew more slowly than the all-industries average. With moderate job growth and fast wage growth, trade, transportation and utilities had a reasonably good year in 2002. The retail trade segment accounted for roughly 9,720 or 54 percent of the jobs in this sector and paid wages closer to $19,050, while the much smaller utilities segment paid wages closer to $39,442 and wholesale trade paid about $35,753, on average. The professional & business services sector saw job losses and wage decreases in 2002 and 2003 has not seen much rebound. With wages well above the statewide average for the sector, education & health services saw the largest employment gain of any sector in 2002.

Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Marathon County	Wisconsin	% change
All Industries	$ 32,422	$ 30,279	93%	2.9%
Natural resources	$ 25,481	$ 18,438	72%	1.7%
Construction	$ 39,649	$ 36,462	92%	-1.6%
Manufacturing	$ 40,584	$ 35,524	88%	2.6%
Trade, Transportation, Utilities	$ 28,422	$ 25,807	91%	5.7%
Information	$ 38,871	suppressed	suppressed	suppressed
Financial activities	$ 40,337	$ 41,208	102%	1.5%
Professional & Business Services	$ 36,324	$ 31,964	88%	-1.6%
Education & Health	$ 33,768	$ 35,181	104%	2.8%
Leisure & Hospitality	$ 11,837	$ 9,466	80%	4.7%
Other services	$ 19,500	$ 17,111	88%	3.1%
Public Administration	$ 33,769	$ 28,463	84%	1.9%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

2002 Employment and Wage Distribution by Industry in Marathon County

	Employment		Total Payroll
	Annual average	1-year change	
Natural Resources	723	-12	$ 13,330,430
Construction	2,724	-76	$ 99,321,430
Manufacturing	18,031	-269	$ 640,535,222
Trade, Transportation, Utilities	17,805	297	$ 459,492,453
Information	suppressed	suppressed	suppressed
Financial Activities	4,756	11	$ 195,985,303
Professional & Business Services	3,455	-252	$ 110,435,714
Education & Health	9,814	551	$ 345,270,675
Leisure & Hospitality	4,842	-97	$ 45,836,053
Other services	2,064	-28	$ 35,317,583
Public Administration	2,190	30	$ 62,333,862
Not assigned	suppressed	suppressed	suppressed
All Industries	67,434	155	$2,007,858,725

Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

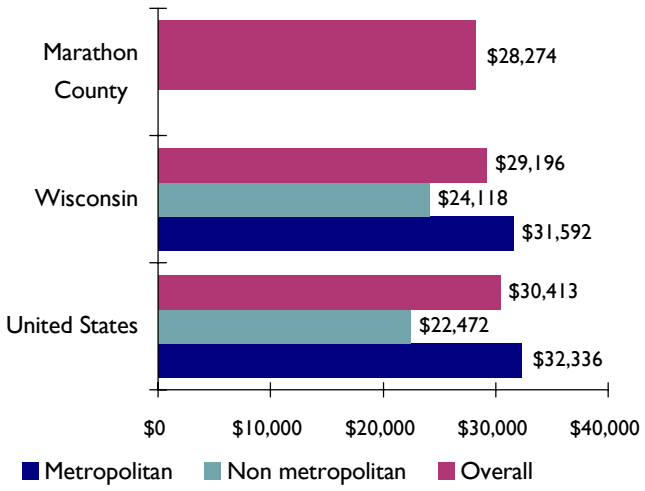
In 2001, Marathon County's per capita personal income (PCPI) of $28,274 was below metropolitan Wisconsin's PCPI ($31,592) and the national metropolitan PCPI ($32,336). Between 1997 and 2001, Marathon County's PCPI went from 88.3 percent of metropolitan Wisconsin's PCPI to 89.5 percent. Meanwhile, it went from being 86.6 percent of U.S. metropolitan PCPI to 87.4 percent of U.S. metropolitan PCPI. Except 2000, Marathon County outpaced them both every year from 1997 to 2001. The gap narrowed slightly.

Growth in PCPI relates to demographic shifts discussed on pages 2 and 3. As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments grow much more slowly than net earnings, so this will tend to slow PCPI growth. Households with substantial investment income (dividends, income or rent, such as retirement or pension plans) may be more likely to consider warmer climates for retirement.

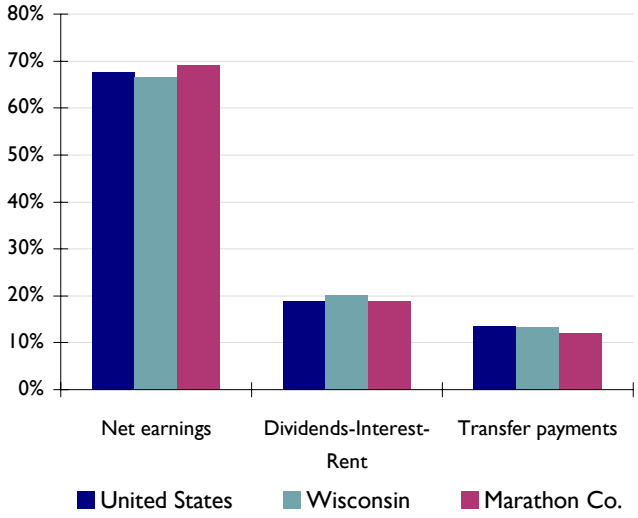
Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change 1 year	Percent Change 5 year
United States	$24,270	$25,412	$26,893	$27,880	$29,760	$30,413	2.2%	25.3%
Wisconsin	$23,301	$24,481	$26,004	$26,926	$28,389	$29,196	2.8%	25.3%
Marathon County	$22,114	$23,298	$24,782	$25,936	$27,455	$28,274	3.0%	27.9%

2001 PCPI



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CA1-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:	http://www.doa.state.wi.us/dir/index.asp
Education levels of population, labor force participation rates, commuting patterns:	http://www.census.gov/main/www/cen2000.html
Labor force estimates (employed and unemployed), industry employment, average annual wages:	http://www.dwd.state.wi.us/lmi/
Occupations in-demand:	http://www.dwd.state.wi.us/lmi/wda_map.htm
Per Capita Personal Income:	http://www.bea.gov/bea/regional/reis
Profile author:	Dan.Barroilhet@dwd.state.wi.us